**Customer Experience Awards**

**Overview of Application Questions and Scoring Criteria**

This document outlines the structure of the application questions and explains how your responses will be evaluated. The information provided is designed to guide you in crafting your responses effectively. The application is in a separate document so you can easily reference this overview while working through the application.

The application questions are organized in seven categories. Six (6) of these categories focus on the processes used to deliver the customer experience (see Table 1 for a detailed listing of the six process categories). The seventh category focuses on the results you are achieving, which demonstrate how well you are meeting or exceeding customer expectations, satisfying customers, and building loyalty.

The six process categories make up seventy percent (70%) of the award scoring, while the results category makes up the remaining thirty percent (30%). Categories 1 through 6 contain eight (8) required questions and two (2) optional questions, each. In Category 7, there are two (2) required questions and three (3) optional questions. This is summarized in Table 1.

Please try to answer each of the required questions, but don’t worry if you can’t answer every single one. One of the key benefits of the application and evaluation process is that it will help you discover opportunities for further improvement. The optional questions are included to give more mature organizations the opportunity to provide a deeper insight into their organizational processes and to distinguish themselves from others.

Table 1

|  |  |  |  |
| --- | --- | --- | --- |
| **Category** | **# Required** | **# Optional** | **Total** |
| 1: Customer Experience Strategy | 2 | 0 | 2 |
| 2: Voice of the Customer | 2 | 0 | 2 |
| 3: Metrics, Measurement & ROI | 1 | 1 | 2 |
| 4: Customer Experience Design & Improvement | 1 | 1 | 2 |
| 5: Organizational Adoption & Accountability | 1 | 0 | 1 |
| 6: Customer-centric Culture | 1 | 0 | 1 |
|  | 8  | 2 | 10 |
| 7: Customer Experience Results | 2 | 3 | 5 |

The questions are open-ended, requiring you to describe how the organization performs and delivers its results. Diagrams, charts, graphs, flow charts and other visuals are encouraged, as they can help enhance the narrative and effectively showcase your results.

The scoring levels are outlined in Table 2, which illustrates how higher scores are awarded based on the clarity, deployment, and achievement of the team’s plan and results.

Table 2

|  |  |
| --- | --- |
| Scoring Level | Process Guidelines |
| 1 | Some Required Items are described and well deployed |
| 2 | All Required Items are described and well deployed |
| 3 | Above, and all Required Items have a process for improvement |
| 4 | Above, plus Optional Items are described and well deployed |

Similarly, each section of the results category will be scored on a scale of 1-4. As outlined in Table 3, higher scores will be awarded when more required and optional items show improvement and meet or exceed the goal or benchmark level.

Table 3

|  |  |
| --- | --- |
| Scoring Level | Results Guidelines |
| 1 | Results are shown for all Required items using charts and graphs |
| 2 | Above, and most Required results show improvement trends over 4 most recent time periods relative to baseline performance |
| 3 | Above, and some Required results are at or above goal or benchmark/regulatory level over 4 most recent time periods |
| 4 | Above, plus optional results show improvement trends over 4 most recent time periods, and some are at or above goal or benchmark/regulatory level over that same time period |

**APPLICATION**

The questions in each category are found in the **GRQC Customer Experience Awards Application**, with space for your responses and to insert relevant charts and graphs. Each question and section have a content box where you can enter your answers. The box will expand as you add text. Please aim to limit your text responses to approximately 400 words or less.

Provide concise descriptions of customer experience processes, and the results achieved in relation to goals and benchmarks.

\*\*Many applicants may already have well-prepared presentation and/or materials. Please feel free to use information from your existing material to answer the application questions. You must answer all required questions in the application, but you may copy information from your existing material and you may also include that material to provide detail and context to your application.

**NEXT STEPS**

Site Visit

A review team will be assigned to your application and you will work directly with the review team lead to schedule a site visit. The reviewers will prepare questions and your team will share more information about the work you’ve done. This visit will help the reviewers develop the score for your application.

Video Clip

Our videographer, Jeff Turof, will contact the video spokesperson identified in the application to schedule the video recording. Exact timing is TBD, but it will likely be in mid-to-late August. Jeff will provide specifics at that time.

Showcase & Awards

The Showcase & Awards ceremony is scheduled for Tuesday, October 21, 2025 at the Memorial Art Gallery. Tickets and exact times will be shared closer to the date.